

## 2020 Proposal Guidelines for American Corner “On The Road” programming

Proposals should be related to one or more of the following U.S. Embassy Public Diplomacy priorities:

1. **Strengthen Democratic Institutions:** encourage active citizen participation in government; promote increased voter participation in democratic processes at all levels; encourage professional media coverage; and increase attention to minority and disadvantaged populations.
2. **Promote opportunity and development:** (in relation to youth and women) promote professional skills and leadership development; encourage innovation and entrepreneurship; create networking, mentorship and internship opportunities, HIV/AIDS prevention and healthy lifestyles; present accurate information on transmission, prevention, care, and treatment; reduce stigma; support awareness and dialogue about related issues like LGBTI rights and ending gender-based violence.
3. **Reinforce Mutual Understanding between the United States and Lesotho:** present accurate information on the U.S.-Lesotho partnership; build connections with Basotho at all levels; support the promotion of Basotho and American cross-cultural heritage, traditional and modern art forms, and other forms of creative expression; and, foster English language proficiency.

**All projects** should include plans to share information publically via social or traditional media, hold at least one public dialogue or networking event at the American Corner and/or American Corner Rooftop Maseru, both located at the State Library. A minimum of 50% of the activities should take place outside of Maseru district.

**If you would like to contribute to these goals and provide programming to take the American Corner “On The Road,” please submit your proposal no later than March 27, 2020 to [GrantsMaseru@state.gov](mailto:GrantsMaseru@state.gov) (with the subject title: Public Diplomacy Grant: Your name) in accordance with the following guidelines:**

- All proposals should include information on how the project will develop one of the three above objectives.
- All proposals must arrive by the close of business on March 27, 2020.
- Preference will be given to proposals that provide regular activities at least once a month.
- The availability of grants funding ranges from \$2,000 to \$10,000 and are awarded at the discretion of the U.S. Embassy and subject to availability of funding.
- Submission of a project proposal does not guarantee funding.

**DEADLINE: March 27, 2020**

**FORMAT: Project proposals must include the following information in a Word document:**

1. The name of the individual or organization is proposing the project, the exchange program in which the participated, the topic, and year.
2. The names of any USG exchange alumni who will be part of the project.
3. A description of the audience or group that will benefit from the project (target beneficiaries).
4. A description of the project activities.
5. Timeline of activities for the project's implementation.
6. The total cost of the event or project.
7. A detailed budget indicating how the funds will be used.
8. A plan to monitor and evaluate the success and results of the program(s).

**U.S. Government funds can pay for:**

- Advertising (TV, radio, pamphlets, newspapers, etc.)
- Invitations
- Event materials (folders, banners, pens, etc.)
- Costs for translation and interpretation
- Costs of land and air transport
- Development of training manuals (design, printing, etc.)
- Equipment rental (stage, sound, chairs, lights, etc.)
- Administrative expenses for the project, but not to exceed 10% of the total U.S. government contribution (i.e. if you request \$3,000 only \$300 may budgeted for administration).

**No U.S. Government funds may spent on the below items:**

- No more than 10% of the budget may be used to pay for food.
- Flowers, decorations, alcohol, gifts, or entertainment
- Building/construction
- Salaries of permanent employees (expenses for temporary instructors or lecturers fees are allowed)
- Miscellaneous (items not specified)

**Additional Instructions:**

1. If you would like to invite the U.S. Ambassador to visit or participate in something related to you event/project, the request will come through the Public Affairs Office as part of the project proposal, and not separately, to avoid problems of protocol.
2. From the date we agree to support your event/project and we sign the grant, please wait approximately 15-30 days for the money to reach your account. The funds will be transferred to your bank account to via an electronic transfer.
3. Each event must carry the U.S. Embassy Maseru and American Corner logos.